3Com® NBX® IP Telephony Solutions R6.0 | North America

SALES REFERENCE GUIDE

NBX PLATFORMS

NBX® V3000 ANALOG (3C10600B-XX)

Ideal for small- to medium-sized organizations that require integrated applications with easy installation and management.

- Operation in either NBX Call Control or Session Initiation Protocol (SIP) mode
- Four integrated central office (CO) line ports; one analog station port
- Standard four ports by 400 hours auto-attendant/voice mail (AA/VM), scalable up to 72 ports
- 10/100 uplink port; 100 Mbps backplane
- 1,500 device capacity (stations/trunks)
- 15 Group 2 phone licenses included in base solution
- SIP-ready for business applications and devices (requires 512 MB memory upgrade 3C10240 for SIP)

NBX V3001R PLATFORM (3C10602A-XX)

When redundancy is a must, the V3001R is the solution for organizations that require maximum uptime, where revenue is tied to the phone system.

- Operation in either NBX Call Control mode or Session Initiation Protocol (SIP)
- Redundant, hot-swappable power supplies; optional redundant hard disks (RAID1)
- Standard four ports by 400 hours AA/VM, scalable up to 72 ports
- Dual 10/100 uplink ports; 100 Mbps backplane
- Four-slot expansion chassis for additional analog stations or trunks (T1/E1, PRI, BRI, Analog)
- 1,500 device capacity (stations/trunks)
- SIP-ready for applications and devices

NBX APPLICATIONS

MAKING THE MOVE TO SIP

NBX platforms running R6.0 software operate in either standard or Session Initiation Protocol (SIP) mode. The standard mode builds on the success of generations of NBX platforms, while the SIP mode allows interoperability between NBX IP telephony solutions and a broad range of 3Com and third-party SIP-compliant devices and applications such as IP Messaging, IP Conferencing and SIP trunking. Customers can start out running in standard mode and migrate from standard to SIP mode when such a change matches their needs.

CALL CENTERS—Affordable, professional and efficient services that enhance call handling and increase revenue.

- **NBX Automatic Call Distribution (ACD)**: integrated call center application with built-in two-seat agent evaluation license; offers five types of routing algorithms, agent workgroups, detailed reporting, and supervisor status with monitor, whisper, and barge-in capability
- **eXchange Call Center**: server-based call center application; offers advanced and real-time reporting, wrap-up codes, voice announcement of calls in queue, and agent and supervisor desktop software
- **EPICCenter from EasyRun**: sophisticated call center solution to support multimedia, advanced queuing and routing and inbound/outbound activity.

ADVANCED APPLICATIONS

- **Voice messaging**: 400 hours of voice storage standard (non-SIP mode)
- **IP Messaging**: advanced NBX in SIP mode voice messaging; ships with find me/follow me service and 12 ports enabled (scalable in one-port increments)
- **IP Conferencing**: hosted bridge for NBX in SIP mode for scheduled and ad-hoc conferences (standard 25-seat license)
- **Desktop Call Assistant (DCA)**: on-screen dialing and contact management software
- **Complement Attendant Software (CAS)**: desktop application that takes the place of an attendant console
- **ExecutiveAssistant**: designed for executives and sales people, features find me/follow me service, call recording and speech-recognition auto-attendant
- **Education Module**: auto-dialer for K-12 organizations; offers absentee tracking, malicious call trace and auto-attendant for homework hotlines

IP PHONES**

3100 ENTRY (3C10399B)

- Four fixed feature buttons
- Single-line phone service
- Ideal for doorway and common areas

3102 BUSINESS (3C10402B)

- 18 programmable buttons
- Multiline service
- Full-duplex speakerphone
- Ideal for power users

3106 CORDLESS (3C10406A)*

- Multiline display
- 1,000 ft. (305 m) range from base unit
- Ideal for mobile office workers

PCXSET™ (PC SOFTPHONE) (3C10316)

- Windows-based application
- Single-user license included per NBX R4.1 or higher platform
- Ideal for teleworkers

3101 BASIC (3C10401B)

- Four programmable buttons
- Multiline services and display
- Ideal for day-to-day office use

3103 MANAGER (3C10403B)

- Gigabit PC port
- Large, context-sensitive display
- Multiline services and display
- Executive and manager phone

3107 CORDLESS (3C10407A)*

- Multiline display
- Long-life battery with two-slot charger
- Ideal for warehouse and mobile workers

3101 W/SPEAKER (3C10401SPKRB)

- Four programmable buttons
- Half-duplex speakerphone
- Multiline services and display
- Ideal for day-to-day office use

3105 ATTENDANT CONSOLE (3C10405B)

- 50-button DSS
- 100 station selections
- Receptionist/call-coverage use

3108 WIRELESS (3C10408A)

- 802.11 b/g wireless IP phone
- Works with NBX in SIP mode
- Ideal for in-building or campus-wide calling

LEGACYLINK FOR NORTEL/ANALOG HANDSETS (3C10392 – ANALOG; 3C10390 – NORSTAR; 3C10391 – MERIDIAN)

*Available in North America and Mexico only. **All 3Com IP phones require a phone license (Group 0, 1 or 2) to operate. See the NBX Price List for pricing and ordering information.

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KEY SALES FEATURES

- First pure-IP PBX in the market (1998)
- Migration-ease; when ready, move to SIP mode from standard NBX mode call control
- Backed by the experience of over 28,000 systems installed worldwide
- Voicemail support for 12 languages/dialects with localized NBX NetSet™ end-user support for United States English, Latin American Spanish, Brazilian Portuguese and Italian
- Built-in applications
  - **Voice messaging** (VM)
  - **Auto-attendant** (AA): automated answering service routes callers through key-pad dialing, "Press '1' for Sales, '2' for Customer Support…"
  - **Automatic Call Distribution** (ACD): call coverage option with reporting capabilities can ring a phone or group of phones in a pre-defined pattern
  - **Call Detail Reporting** (CDR): graphical reporting software provides statistical analysis of calls made and received by the NBX system
  - **Voicemail/Email Integration:** feature allows users to access voicemail messages via their email inbox
- Software scalability; grow through licensing rather than costly hardware upgrades
- Feature-rich phone portfolio; match requirements with nine IP phone model options
- Third-party phone integration
- Easy installation with plug-and-play recognition of 3Com IP phones
- Easy administration with a single browser-based interface, NBX NetSet utility, makes individual, group, or system-wide changes
- Virtual tie lines (VTLs) or SIP trunks connect multisite locations
- Gigabit-to-the-desktop performance (3Com 3103 Manager IP Phone)
- Ideal for financial, retail, education, law and insurance industries

REASONS TO BUY

- Need a **feature-rich, pure IP telephony platform**
- Require the investment protection of a migration path to **SIP-based communications**
- Moving or relocating facilities and want to gain the **benefits of a secure converged network**
- Currently have Centrex, a voice service provided by a service provider, and want a **more cost-effective, in-house solution**
- **Outgrown** the voicemail port/digital line/station ports of the organization's key system or PBX
- Want to **save money** on toll charges
- Need to **consolidate trunk connections** (analog or digital lines coming into the business) to lower expenses
- Want a **contact center** to improve customer service and increase professionalism
- Current phone system is being discontinued by the manufacturer and want to **transition to a single, converged voice/data network** (ready to evaluate new phone system)
- Having **difficulty acquiring parts and phones** for a legacy phone system
- **Phone system lease is expiring** and need to evaluate a purchase/lease of a new system
- Need an **easy-to-manage call center** without a separate management interface
- **Having difficulty administering current PBX** third-party application server
- **Need to reduce administration burden** and empower users to control functions such as speed dials, call forwarding and call coverage options
- **Ready for Gigabit-to-the-desktop** (1,000 Mbps) for faster throughput, lower latency and advanced phone-based applications
- Want a **single cable for both voice and data** to save money on additional cable runs and ease installation of IP phone system

ASK CUSTOMERS

- Is your current system working and giving you what you need? Any pain points? Focus on:
  - Capacity of system (voice messaging and auto-attendant ports)
  - Staying competitive with new applications, such as call centers for enhanced customer support
  - Relationship with current vendor
- Are you spending a large part of your communications budget on moves/adds/changes (MACs)?
- Do employees work from home? On the road?
- Do you need a single system to provide telephony services to multiple locations?
- Do you anticipate the need for additional office space? Adding new business locations?
- Do you have a need to remotely manage and maintain systems for multiple offices?
- Will you planning a moving to a new location?
- Is your current PBX or key system under lease? If so, when does the lease expire?
- Does your current phone system support worker mobility? Telecommuting?
- How are the needs of mobile workers within your office building being supported?
- How are calls handled by your customer support/help desk?
- How is your front desk/reception area being staffed? Is that solution working well?
- Does your organization now offer a toll-free or 800 number? If so, how are those services implemented?
- Does your organization need support for a language other than English?
- Will your organization be moving to SIP trunking sometime in the future?

SPOTLIGHT

3COM VOICE READY STARTER KIT

A comprehensive communications solution for the small-to-medium business customer with the need for wireless, IP telephony and switching services. The single SKU (3CREADYV75-XX) includes the following components and ships in a single box:

- **3Com Unified Gigabit Wireless PoE Switch 24** combines Gigabit switching, Power over Ethernet (PoE), and a wireless controller in a single rack-mount or table-top unit
- **3Com NBX V3000 Analog Platform** offers an easy-to-manage turnkey IP telephony solution with built-in applications
- **3Com 3103 Manager Phone** enables Gigabit connectivity and performance
- **3Com Wireless 7760 11a/b/g PoE Access Points** (two) provide wireless coverage

Additional 3Com IP phones, connectivity devices and access points may be added to meet evolving needs.

The **3Com NBX V3000 PoE Bundle** now features a 3Com Baseline Switch 2426-PWR Plus and NBX V3000 Analog R6.0 Platform (3CV3000PWRB)

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For login or password, visit
www.3com.com/partners/password_services.html

Visit www.3com.com for more information about 3Com secure converged network solutions.

3Com Corporation, Corporate Headquarters, 350 Campus Drive, Marlborough, MA 01752-3064
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